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AMERICAN BULB COMPANY

Importers & Growers

**31 West 27th Street
NEW YORK, N. Y.**



Return Postage Guaranteed.

Sec. 562, P. L. & R.
U. S. POSTAGE

PAID

New York, N. Y.
Permit No. 7741

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★ APR 6 1942 ★

U. S. Department of Agriculture

U. S. DEPT. OF AGRICULTURE
BUREAU OF PLANT INDUSTRY
WASHINGTON, D. C.

Special

Gladiolus

Offer

Postage
Will Be Paid
by
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No
Postage Stamp
Necessary
If Mailed in the
United States

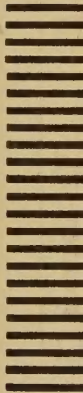
BUSINESS REPLY CARD

First Class Permit No. 28309, Sec. 510 P. L. & R., New York, N. Y.

AMERICAN BULB COMPANY

31 West 27th Street

New York, N. Y.



5,000,000 BULBS AVAILABLE TRUE FACTS

This Is Your Chance. Don't Miss It!

Due to the conditions on the west coast, millions of flowers that were generally grown there will not be available this summer. The markets that the west coast growers supplied will now depend on the eastern growers.

We recommend that you take advantage of this offer where an opportunity of this kind will not appear again for many years to come.

RED, ROSE AND PINK VARIETIES

	First Size 1½" and up		Second Size 1¼" and up	
	Per 100	Per 1000	Per 100	Per 1000
AFLAME. Giant Begonia rose.....	\$1.70	\$12.00	\$1.50	\$10.00
BEACON (New). Red-salmon with cream blotch. Tall and outstanding..	3.00	25.00		
BETTY NUTHALL. Coral pink.....	1.70	12.00	1.50	10.00
CHAS. DICKENS. Violet-red, dark blotch.....	2.00	15.00	1.80	13.00
COMMANDER KOEHL. Dark scarlet- red.....	2.20	17.00	2.00	15.00
DEBONAIR (New). La France pink.....	1.70	12.00	1.50	10.00
DR. BENNETT. Brilliant scarlet.....	2.00	15.00	1.75	12.50
DUNA. Soft light pink.....	1.70	12.00	1.50	10.00
EARLY QUEEN (New). One of the earliest of all. Very fine rose-pink....	2.30	18.00	2.00	15.00
EARLY ROSE (New). Beautiful rose- pink, one of the finest, good forcer. Very early.....	2.50	20.00	2.20	17.00
EXCELLENCE. Early orange-red (a Kunderd First Prize seedling).....				
Choice cut flower variety.....	1.90	14.00	1.70	12.00
FLAMING SWORD. Early deep red....	1.70	12.00	1.40	9.00
GIANT NYMPH. Tall pink.....	1.60	11.00	1.40	9.00
GLORIANA. Salmon-rose.....	1.60	11.00	1.40	9.00
GOV. PINCHOT. Finest silvery pink..	2.00	15.00	1.75	12.50
HALLEY. Salmon pink.....	1.70	12.00	1.40	9.00
HELGA. Salmon-rose.....	1.70	12.00	1.40	9.00
LOS ANGELES. Salmon pink.....	1.60	11.00	1.40	9.00
MARGARET FULTON. Early salmon pink. Splendid.....	1.70	12.00	1.50	10.00
MRS. F. PENDLETON. Rose-pink.....			1.50	10.00
MRS. FRANCIS KING. Flame orange- scarlet.....	1.70	12.00	1.50	10.00
MRS. P. W. SISSON. Cameo pink.....	1.70	12.00	1.50	10.00
ODIN. Deep salmon-pink.....	1.70	12.00	1.50	10.00
PEGGY LOU (New). Shrimp pink with deeper tint of rose. Long flower head, very large florets. Exhibition variety.....	3.00	25.00	2.70	22.00
PICARDY. New shrimp pink.....	1.50	10.00	1.30	8.00
PRIDE OF WANAKAH. Deep rose. deeper blotch.....	1.70	12.00	1.50	10.00
ROSE 1910. Early deep rose-pink.....	1.60	11.00	1.40	9.00
RED PHIPPS. Excellent rose-red.....	2.10	16.00	1.80	13.00
VIRGINIA. Scarlet-red.....	1.90	14.00	1.70	12.00
W. H. PHIPPS. La France pink.....	2.10	14.00	1.70	12.00

AMARYLLIS

(Giant American Hybrids)

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	100	1000
2 to 2¼ inch.....	\$ 9.00	\$ 80.00
2¼ to 2½ inch.....	12.00	110.00

FANCY LEAVED CALADIUMS

Prices of Fancy Leaved Caladiums
Ready in January

	100	1000
Separate Named Varieties \$13.50		\$125.00
Named Varieties, Mixed.....	11.00	100.00

CALADIUM ESCULENTUM

(Elephant's Ear)

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

	100	1000
7 to 9 inch circumference.....	\$5.50	\$50.00

TUBEROSES

Our strain of "PEARL" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

DOUBLE PEARL. 3 to 4 inches. 100.....	\$2.00	1,000..... \$15.00
DOUBLE PEARL. 4 to 6 inches, extra large. 100.....	3.50	1,000..... 30.00
DOUBLE PEARL. 6 to 8 inches (scarce). 100.....	5.50	1,000..... 50.00

ISMENE CALATHINA

(Peruvian Daffodil)

Flowers pure white, very fragrant.

Large size. Per 100.....	\$12.00
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A. B. C. "SUPREME" QUALITY LAWN SEED

ONE MIXTURE ONLY—THE CHOICEST

A. B. C. "SUPREME" QUALITY MIXED LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one, two, three, five, ten, fifteen- and twenty-five-pound bags. Many of our customers find this a ready seller as well as to use for their own application.

A. B. C. "Supreme" Quality Sunny Lawn Seed

SPECIAL DEAL "A"—SUNNY MIXTURE

	Cost	Retails
25—1-lb. Bags.....		45c lb.
6—5-lb. Bags.....	25c lb.	
Your profit for deal.....		\$11.00
YOUR COST FOR DEAL.....		13.75

SPECIAL DEAL "B"—SUNNY MIXTURE

	Cost	Retails
14—1-lb. Bags.....		45c lb.
3—2-lb. Bags.....	25c lb.	
6—5-lb. Bags.....		
1—10-lb. Bag.....	25c lb.	40c lb.
Your profit for deal.....		\$11.50
YOUR COST FOR DEAL.....		15.00

SUNNY MIXTURE IN BULK

	Per lb.
1 lb. to 25 lbs. (Packed 1-, 2-, 3-, 5-, 10- and 15-lb. Bags).....	\$0.27
25 lbs.26½
50 lbs.26
100 lbs.25½
300 lbs.25
500 lbs.24½

A. B. C. "Supreme" Quality Shady Lawn Seed

SPECIAL DEAL "S"—SHADY MIXTURE

	Cost	Retails
6—1-lb. Bags.....		60c lb.
2—2-lb. Bags.....	35c lb.	
1—5-lb. Bag.....	35c lb.	55c lb.
Your profit for deal.....		\$3.50
YOUR COST FOR DEAL.....		5.25

Plant Gladiolus Bulbs and Insure Yourself Flowers

Don't overlook these better varieties when ordering:

Picardy	Flaming Sword	Dr. Bennett	Maid of Orleans	Star of Bethlehem
Pelegrina	Early Rose	Early Queen	Albatross	Peggy Lou

In lots of 5000, less 5%; lots of 20,000 and up less 10% from these prices. (Discounts apply to gladiolus only.)

WHITE VARIETIES

	First Size 1½" and up		Second Size 1¼" and up	
	Per 100	Per 1000	Per 100	Per 1000
ALBATROSS. Fine white.....	\$2.00	\$15.00	\$1.80	\$13.00
ALBANIA. Pure white.....	1.60	11.00	1.40	9.00
CHICAGO WHITE. Early white.....	1.60	11.00	1.40	9.00
FAIREST PEARL. Very fine white for late planting.....	2.00	15.00	1.80	13.00
LILY WHITE. Cream white.....	1.60	11.00	1.40	9.00
MAID OF ORLEANS. Large white, European seedling. First Prize win- ner in numerous shows. Opens well. An outstanding white.....	2.00	15.00	1.75	12.50
MAMMOTH WHITE. Pure white.....	2.10	16.00	1.80	13.00
PEACE. Late white.....	1.60	11.00	1.40	9.00
POLAR ICE. Large early pure white. Excellent for forcing.....			2.70	22.00
WHITE TRIUMPHATOR (New). Largest pure white, extra fine.....	2.30	18.00	2.10	16.00

LAVENDER AND VIOLET VARIETIES

ANNA EBERIUS. Dark purple, deep throat.....	\$1.90	\$14.00	\$1.70	\$12.00
BERTY SNOW. Lavender.....	1.70	12.00	1.50	10.00
MARMORA. Lavender-gray. Petunia blotch.....	2.00	15.00	1.75	12.50
MINUET. Delicate lavender.....	2.30	18.00	2.00	15.00
MRS. VAN KONYENBURG. Light blue-violet, deeper pencil markings..	2.00	15.00	1.75	12.50
PELEGRINA. Dark violet.....	2.50	20.00	2.20	17.00
QUEEN OF BREMEN. Lavender-pink, flecked deeper. Very fine cut flower..	1.70	12.00	1.50	10.00
VEILCHENBLAU. Violet-blue.....	2.10	16.00	1.85	13.50

ORANGE-YELLOW-APRICOT VARIETIES

APRICOT GLOW. Tall clear apricot..	\$1.60	\$11.00	\$1.40	\$ 9.00
GOLD EAGLE. Early yellow.....	1.60	11.00	1.40	9.00
GOLDEN DREAM. Golden yellow.....	1.60	11.00	1.40	9.00
LA PALOMA. A tall, rich orange. Very popular.....	1.70	12.00	1.50	10.00
MISS BLOOMINGTON. Best yellow for cutting (Kunderd First Prize seedling). Good keeper.....	2.00	15.00	1.75	12.50
ORANGE QUEEN. Apricot-orange....	1.60	11.00	1.40	9.00
SOUVENIR. Pure yellow, early.....	1.70	12.00	1.50	10.00

GLADIOLUS IN MIXTURE

KUNDERD'S "GLORY" STRAIN

ESPECIALLY RECOMMENDED TO FLORISTS, NURSERYMEN AND SEEDSMEN for "bulb merchandising" to the public, for garden show or the production of mixed cut flowers.

Contains a good selection of Kunderd varieties with a large range of color.				
1st Size. 100.....	\$1.50	1000.....	\$10.00	
2nd Size. 100.....	1.30	1000.....	8.00	

LARGE FLOWERING CANNAS

STRONG NORTHERN GROWN—TRUE TO NAME

DORMANT ROOTS, 3 to 5 Eyes

Our Canna roots are strong, healthy, true Northern Grown. The varieties listed below have proven indispensable where large exhibition showings are needed. Early ordering is suggested, because of the great demand this year.

DOROTHY S. A new dwarf continuous flowering clear salmon red Canna. Produces large flowers and grows about 4 feet tall. Very vigorous and drought resistant.

Per 100.....	\$4.00	Per 1000.....	\$35.00
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HUNGARIA. 3½ feet. La France pink.

Per 100.....	\$4.00	Per 1000.....	\$32.00
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KING HUMBERT. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. Handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.

Per 100.....	\$4.00	Per 1000.....	\$32.00
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YELLOW KING HUMBERT. 4 feet. An orchid-flowering sport of the well-known King Humbert. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Green foliage.

Per 100.....	\$4.00	Per 1000.....	\$32.00
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THE PRESIDENT. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. The President leads the red varieties in the quality and also the quantity to its bloom. The foliage is rich green and burn-proof in the hottest weather.

Per 100.....	\$4.00	Per 1000.....	\$32.00
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Canna "The President"
The Last Word in Red-Flowered, Green
Foliage. Large-Flowering Cannas

Advantages of Sowing Mixed Grass Seeds

It is a well-known fact that a well-balanced combination of grasses will give better results than a separate variety; furthermore, various grasses in mixture will help crowd out weeds; again, a separate variety of seed will fail to thrive on a certain soil, whereas a combination of desirable kinds will give very satisfactory results.

The merchandising of A. B. C. "SUPREME" QUALITY LAWN GRASS SEED will not only allow you to realize a neat profit but as well enhance your reputation as a "QUALITY SUPPLIER."

SHADY MIXTURE IN BULK

	Per lb.
1 lb. to 25 lbs. (Packed 1-, 2-, 3-, 5-, 10- and 15-lb. Bags).....	\$0.37
25 lbs.36
50 lbs.35½
100 lbs.35

Prices on Various Lawn Grass Seeds

	Per lb.	Per 100 lbs.
KENTUCKY BLUE GRASS.....	\$0.29	\$0.27 per lb.
FANCY RED TOP.....	.17	.16 per lb.
DOMESTIC RYE GRASS.....	.14	.12 per lb.
CHEWINGS FESCUE.....	.60	
FANCY WHITE CLOVER.....	1.00	

AMERICAN BULB COMPANY

31 West 27th Street

New York, N. Y.

Please ship us the following *Gladiolus* bulbs
as per your offer of March, 1942:

Quantity

Variety

Name _____

Address _____

Ship Via Freight ☐

Via Express ☐